

FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS

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## An Investment for Christmas Money That Pays Dividends in Happiness

MAY WELL BE one that brings Music into the Home. The music-maker is something whose pleasure-giving qualities may be shared with others; something whose charm increases as the years roll by and the taste for good music grows.

### Choose a Piano or Player-Piano of Character

It is something you are going to live with. It should be the best you can afford—not necessarily the highest price instrument—but the best at the price. It should be an instrument of known pedigree and definite quality.

## LOESER'S

The Piano House of Brooklyn

offers the gateway to safe and satisfactory Piano choosing by presenting for your inspection SIX EMINENT MAKES OF PIANOS AND PLAYER-PIANOS.

- Each is an instrument with the guarantee of a good history.
- Each is the best instrument to be had for a given price.
- Each is an instrument to which Loeser's can add their guarantee to that of the makers, thus giving you double protection.

Let us call the roll of the famous Piano makes you will see represented here in many styles



## The Famous Kranich & Bach

Estey—Gordon & Son—Francis Bacon—Tremaine—Bjur Bros.

A good Piano may be purchased for so little as \$198 and a Player-piano for so little as \$395. It is not necessary to pay all cash. We deliver the instrument on a small first payment and arrange terms to suit the convenience—an entirely confidential matter between ourselves.

### Best Place on Long Island to Choose Your Victrola

because of the superior service Loeser's gives, enabling you to choose a Victrola or a set of Victor Records in surroundings that permit the right selection. Being direct factory agents, our stocks are unusually large.

Pianos and Victrolas will be sold on terms to be arranged to suit.

The Piano House  
of Brooklyn

**Frederick Loeser & Co.**  
In every detail the Leading Retail Establishment of Brooklyn.

The Piano House  
of Brooklyn

## BIG LAND DEALS AMAZE LONDON

Decline of Agriculture  
Partly Responsible for  
Recent Sales.

### OTHER REASONS GIVEN

Lloyd George's 1909 Budget  
and Land Bursting Cam-  
paign Also Blamed.

### BEDFORD DEAL LARGEST

26 Streets and 750 Buildings  
Acquired by Mr. Mallaby-  
Deeley, M. P.

1909 with Chancellor of the Exchequer Lloyd George's famous budget and all it foreshadowed. The present "land bursting" campaign should also be borne in mind.

This may sound as if it were a matter of politics and party politics at that. It is not. Even an enthusiastic supporter of the Chancellor, if he is impartial, must confess that the present trend in the Government's policy toward landowners is sufficient to make a very wealthy man like the Duke of Bedford think it his duty toward himself and his family to sell his estates when he can do so.

The same argument applies to the sale of the Earl of Kintore's estates in Scotland, the news of which has been published in THE SUN this week. These estates are large, but are heavily mortgaged. The Earl of Kintore gets something out of the estate, but everything that can possibly be spared is put back into the land or applied to the paying off of the mortgages, so that in course of time the estate would come back into the family without encumbrances.

In a case like this the trustees of the estate feel themselves in the same position as the wealthy Duke of Bedford and decide to sell the estate before legislation will make it less valuable.

#### Buyers Hold Different Views.

There is a very natural question to meet here. Why, if such people sell, are there any buyers? An answer to this is an answer to the question as to whether or not the present Government's policy as regards land is going to benefit the poorer class occupied on land, whether rural or urban.

Mr. Mallaby-Deeley, who has just bought the Covent Garden estates of the Duke of Bedford, declared that he has no fear of any legislation affecting fair dealing in the land. The Duke of Bedford, the administrator of the Kintore estates and scores of others who have sold their estates in recent years evidently think otherwise.

The fact of the matter is that the British nobility and the old landowners have never taken a purely commercial view of their position as landowners. They have regarded their estates as trusts and themselves as trustees for those who dwell thereon.

The Duke of Bedford case affords a good illustration of this. He is only a big example of many others in this respect. He has sold since 1909 real estate estimated at more than \$20,000,000. His sales included the famous Thorney estate in Cambridgeshire. It is known that he refused to accept \$2,000,000 for that estate on a previous occasion, and it is generally believed that he disposed of it after the 1909 budget for about \$250,000 less.

#### Present Duke Never Lived There.

Between 1816 and 1908 the Bedford family spent \$9,076,765 on this property, much of the expenditure being in reclaiming fenland. The present Duke never lived there, never even shot over the estate. He lost several thousand dollars a year because the saved fenland went on decreasing in value from year to year.

Threatened by the present trend of legislation, with a further cost in the administration of the estate, it is little wonder that the Duke exchanged his annual loss of thousands of dollars for \$2,750,000.

On his Woburn estate, to which the Duke claims, he has a return of only 1½ per cent. annually on its value. Many men have been content with similar small returns and devoted themselves to agricultural experiments and stock breeding. This is perhaps merely a wealthy man's hobby, but the poorer landlords having been frozen out the richer ones have evidently concluded that

even where there is now a small return from their property it is liable to be turned into a deficit and therefore they think it wise to sell and invest in other land or different forms of securities.

The purchasers of these estates may be men willing to own an estate as a luxury or administer it purely as a commercial concern. That remains to be seen. In the latter case the holders of such estates may find themselves hard put to it. It must be remembered that the Government offered to buy the Thorney estate if the Duke raised his rents all round.

#### Made Many Improvements.

The Duke of Bedford on this estate worked out such problems as an ideal laborer's cottage, its standard size and garden, even to the construction of picket fences, not to mention valuable work accomplished in experimental fruit farms and a model colony of small landholders. In this the Duke of Bedford is only one of many big landowners and an example of many smaller owners.

Londoners could scarcely believe their own eyes when they saw in the afternoon papers this week that one man had bought, as a purely private investment, the Duke of Bedford's Covent Garden estates, comprising twenty-six streets and 750 buildings in the heart of London.

#### Big Cases Involved.

Definite figures can be given in regard to some of the structures on the property. Thus the ratable value of the four theatres is known to be as follows: Covent Garden Opera House, \$24,000; Drury Lane Theatre, \$28,753; the Strand Theatre, \$25,125; the Aldwych Theatre, \$25,125. The Covent Garden market tolls bring \$125,000 a year, and there is the further right of levying tolls on the vegetable, flowers and fruits exposed for sale in the market, as well as on the hundreds of carts bringing in the produce. From this source the income is about \$40,000 a year.

With so few figures available it may perhaps be easier to realize the colossal nature of the deal by a glance at what is comprised in these nineteen acres, the purchase of which has been accomplished so quietly. No less than twenty-six streets, as has already been said, are contained in the property. They are:

- Aldwych.
- Bedford court.
- Bedford street.
- King street.
- Long lane.
- Maiden lane.
- Murlett court.
- Chandos street.
- Cross court.
- Crown court.
- Drury lane.
- Exeter street.
- Floral street.
- Garrick street.
- Herbert street.
- John street.
- King street.
- Long lane.
- Maiden lane.
- Murlett court.
- Chandos street.
- Cross court.
- Crown court.
- Drury lane.
- Exeter street.
- Floral street.

#### Big Hotels Included.

Also included in the district are the four theatres already mentioned, Drury Lane, the Royal Opera House, and the Strand and Aldwych theatres, the Waldorf, the Tavistock and the Bedford hotels, the famous Bow street police court, several

Continued on Eighth Page.

## Frederick Loeser & Co.

In every detail the Leading Retail Establishment of Brooklyn.  
The Subway to Hoyt Street Brings the Loeser Store  
Within 17 Minutes of Forty-second Street

## Men's and Women's Handkerchiefs

5c. to 25c. Instead of 12½ to 50c.  
LINEN AND LAWN HANDKERCHIEFS in a wide variety of styles, plain, initial and embroidered designs in liberal sizes. It requires simply a tubbing to make them like new.  
Main Floor. None Sent C. O. D.

# Tomorrow—The White Sale

Immense New Stocks of High Grade Undermuslins, Corsets, Infants' Wear, Etc., for the Lowest Prices in Many Months

CAN A LOESER WHITE SALE be better than the Loeser White Sales of the past? It seems impossible, yet we believe it has been achieved.

By careful preparation and the co-operation of the best makers of women's garments in America, we have gathered here the largest stocks ever assembled for such a Sale. Garments showing definite improvement in styles and workmanship, values that even the Loeser Store never before equaled.

The Loeser White Sale has back of it the precedents of many years of great events. Thousands know it as the best chance in half a year to buy garments of quality and dainty style at large savings. Thousands are looking for this morning's announcement and will throng the Store in the morning tomorrow.

We ask you to come to this event with your expectations high; to look for dainty and excellent materials; for shapes that will fit correctly; for sewing that is fine and even; for styles that are distinctly in the mode.

We ask you to expect of the Loeser White Sale more than you have ever found in any previous White Sale—here or anywhere.

### Nightgowns, 25c. to \$4.98

Nightgowns 25c. and 39c. Values to 75c. Muslin and cambric. Several yoke models, some low neck.

37c. Values to \$1.25. Gowns of soft nainsook in two styles. One with circular yoke embroidery in wreath design in Persian embroidery.

40c., 58c., and 79c. Cambric and Muslin Nightgowns. Empire style, some low neck, others in high neck yoke styles trimmed with embroidery and tucking. At 98c., \$1.25 and \$1.49 Nightgowns. Mostly of nainsook and some soft finish cambric.

Nightgowns at \$1.98. Values to \$3. Fine nainsook, mostly Empire style, trimmed very prettily with dainty Val and tulle lace. Nightgowns from \$2.25 to \$4.98. Fine nainsook, assorted styles, mostly single pieces.

### Combinations at 37c. to \$1.98

Combinations at 37c. Values to 75c. Soft cambric and nainsook, all low neck and French body in a variety of lace trimmed models.

Combinations at 59c. Value to \$1.25. Nainsook and cambric in Corset Cover and Drawer effect, and a few skirt models.

Combinations at 79c. Cambric and nainsook, mostly Drawer models, round neck trimmed with lace and embroidery.

Combinations at 98c. Values \$1.50 to \$1.98. Soft nainsook, mostly Corset Cover and Drawer models with a few skirt effects. Trimmed with circular yokes, insertings of lace and ribbon beading.

\$1.40 to \$1.98 Combinations. Very fine nainsook in Drawer and Corset Cover style, daintily trimmed with Val lace, some with imitation Irish.

Corset Covers, 9c to 98c. At 9c. Values to 25c. Cambric trimmed with lace insertings and beading.

At 12c. and 19c. Corset Covers. Of soft finished cambric in low neck, French body effects. At 25c. lace trimmed with ribbon beading.

At 35c. and 29c. Corset Covers. Of soft finish nainsook in low round neck, French body, trimmed with lace and others yoke effects.

At 49c. and 59c. Values to \$1. Corset Covers of nainsook and cambric, round neck, trimmed with tulle and Val lace. Corset Covers at 79c. and 98c. Fine nainsook, French body, round neck, mostly trimmed with fine lace insertings.

### Drawers at 12c. to 98c

Drawers at 12c. Of muslin, full size, finished with hem and cluster of tucks.

Drawers at 19c. Muslin with ruffle and cluster of tucks.

Drawers at 25c. and 29c. Muslin and cambric, some with ruffling of embroidery and tucking, and hemstitching.

Drawers at 39c. Values to 75c. Fifty designs, assorted styles and a variety of embroidery trimmed models and other elaborate designs.

Drawers at 49c. and 59c. Of cambric and nainsook with deep ruffle of embroidery and cluster tucking.

Drawers at 98c. Fine nainsook, some with deep ruffles, of embroidery, finished with ribbon beading and a variety of lace trimmed models.

White Petticoats, 19c. to \$1.98. Under Petticoats at 19c. Soft cambric with lawn ruffle and full stitched tucks.

Petticoats at 39c. and 49c. Values to 75c. Two styles of crepon with a tucked ruffle edged with linen lace.

Petticoats at 59c. Soft cambric with 6-inch flounce of embroidery finished with insertings and ribbon beading.

Second Floor. None Sent C. O. D.

### Bulletin of Sale Offerings:

- \$1 Nightgowns at 37c
- 50c Nightgowns at 25c
- 25c Drawers at 12c
- 25c Corset Covers at 9c
- 15c Embroidered Aprons, 7c
- 75c Combinations at 37c
- \$1 Princess Slips at 59c
- \$2.25 Silk Petticoats, \$1.29

At 75c. Values to \$1.25. Sample Petticoats of soft cambric and nainsook embroidery trimmed.

Petticoats at 98c. Nainsook. About 10 styles with semi-fitted tops with flounces of embroidery, others trimmed with insertings of lace and lace edge.

Petticoats at \$1.49 and \$1.98. Nainsook and some with cambric tops. Very elaborately trimmed.

Chemises at 19c. to 98c. Chemises at 19c. Value 25c. Good muslin, open front, finished with edge of cotton lace.

Chemises at 49c. Good muslin with pointed yoke, tucked back of inserting in the center.

Other Grades at 79c. and 98c. One pretty model at 79c. of soft nainsook in round neck, finished with lace insertings.

### Princess Slips

At 59c. Values to \$1. Lingerie Princess Slips of nainsook, one model with 4 rows of embroidery outlined with linen lace and ribbon run through.

Princess Slips at 98c. Soft nainsook, simple pieces, a variety of lace trimmed models.

Princess Slips at \$1.49 and \$1.98. More elaborately trimmed with lace, some Empire models.

## Most Radical and Important Clearance Coats, Suits, Skirts, Dresses For Women, Misses and Girls

THE FOLLOWING LISTING is not complete—but it is typical of the values. In some cases there are limited quantities and the particular garment may be gone unless you come early. However, we shall probably be able to provide in every instance values as good.

Dinner and Reception Gowns. Were \$95 to \$235. at \$75 to \$115. Beaded, trimmed, and embroidered. Made of velvets, charmeses, brocades, chiffons, etc., with fur, spangle, ribbon, and other trimmings.

Dressy Suits—Paris Copies. Were \$75 to \$400. at \$49.50 to \$200. Some of the most exquisite suits that have been produced this season are in this group. Fabrics are dainties, various fur cloths, chiffons and the practical broad-lutes, chevrons, corduroys and velveteens, etc.

Coats and Wraps—Paris Copies. Were \$95 to \$200. at \$50 to \$95. And other rich materials cut in the newest modes and made in the most beautiful fashions. Generally but one of a kind.

### Street, Dancing, Afternoon Frocks

	Were	Now
Charmeuse Dancing Frocks, evening shades	\$12.50	\$6.25
Silk crepe, lace bodices, evening shades (wide girdles)	37.50	25
Silk crepe shadow lace trimmed dresses	29.75	25
Black and white shadow lace bodices, model gowns	29.75	25
Silk crepe Afternoon Dresses	29.75	22.50
Chiffon dresses, evening shades	29.75	22.50
Black charmeuse Street Dresses (four styles)	16.50	12.50
Black crepe de chine Street Dresses (four styles)	16.50	12.50
Dancing Frocks, evening shades (three styles)	22.50	17.50
Silk crepe Evening and Dancing Dresses (two styles)	15	10.95
Silk Dresses, odd styles	12.50	9.50

### Tailored Suits for Women

	Were	Now
Cheviot and serge Suits, mostly navy blue	\$17.50	\$9.75
White Fur-trimmed	25	18.50
Worsted, stripes and novelty Suits	25	18.50
Cheviots and full worsteds, all shades	27.50	19.75
Broadcloth, wool poplin, diagonals, navy and black	34.75	23.75
Regular and extra sizes		

### Separate Skirts Reduced

	Were	Now
Black faille de laine Skirts	7.50	\$4.50
Green and blue Scotch plaid Skirts	8.50	5.75
Black faille, Minaret draped, Skirts	8.50	5.75
Black and white checked Skirts	9.50	5.75
Black and navy serge Skirts	9.50	5.75
Corduroy Skirts, black and brown	4.95	3.50
Serge Skirts, odd styles	4.95	3.50
Black serge Skirts	6.75	5.75
White serge and corduroy Skirts, slightly soiled	7.50	3.75
Black and gray plaid Skirts	6.95	3.75
Green and blue tartan plaid Skirts	6.95	3.75
Model Skirts, odd lot	9.75	5.75

Second Floor.

## Greatest Sale of Fancy Colored Laces

\$1.50 to \$10 Laces, 29c. to \$2.98 a Yard  
Hundreds of Patterns : : 2 to 18 Inches Wide

THERE ARE FIFTY HUNDRED YARDS; the entire clean-up of an importer's stock of most beautiful Novelty Colored Laces. Only a piece or two of a kind which gives the event the character of exclusiveness.

Included are magnificent gold and silver Laces interwoven with vivid colors. There are striking Oriental tones, pleasing Dresden designs, startling Celtic and countless fancy patterns, most of which introduce the high lights of gold or silver with wonderfully beautiful effects.

Edgings, Insertions, Bands, narrow Flouncings and Laces, ranging from 2 to 18 inches wide, including some designs in the medallion and applique patterns. Just such laces as will ornament evening gowns and afternoon frocks, wraps, coats, blouses, millinery, etc.

On special table tomorrow values \$1.50 to \$10. at 29c. to \$2.98.  
Main Floor. None Sent C. O. D.

## Clearance of Women's Kid Gloves, 59c.

Values Up to \$1.50. Various Styles

ANOTHER IMPORTANT YEAR-END CLEARANCE offers extra opportunities for women to buy Gloves, in some cases, a full half under the usual prices.

The Sale includes Kid Gloves slightly soiled from handling in the holiday rush; also lines we are to discontinue. Black and colors, and though not all sizes in each style, there is practically every size in one group or another.

On a special table values to \$1.50 for 59c. a pair.  
Main Floor. None Sent C. O. D.